



Missouri Department of Health and Senior Services

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Gail Vasterling
Director



Jeremiah W. (Jay) Nixon
Governor

February 24, 2014

Topic: Formula Name and Label Changes

Dear WIC Retail Vendor:

This letter is to serve as notice that the Mead Johnson and Nutricia will be changing the name and labels of some of their products. These products will begin shipping in mid-April and will be available for stocking on store shelves in May 2014.

Please be aware WICNS is rewording the food description for “Enfamil Premium Infant” to the new name “Enfamil Infant” and “E028 Splash” to “Neocate Splash”. The WIC checks may be used to purchase either the new named and labeled formula or the former named and labeled formula. This is being done to assist the WIC customers to get their needed formula and to help the vendors reduce their stock levels.

Beginning on **March 3, 2014** the WIC program will begin issuing WIC participants WIC checks using the new name for the below varieties.

12.5 OZ ENFAMIL INFANT OR ENFAMIL PREMIUM INFANT PWD
1 QT/32 OZ ENFAMIL INFANT OR ENFAMIL PREMIUM INFANT RTU
13 OZ ENFAMIL INFANT OR ENFAMIL PREMIUM INFANT CONC
8 OZ NEOCATE SPLASH OR E028 SPLASH ALL FLAVORS

Please reset your registers to allow for new named and labeled formula or the former named and labeled formula if there is a change in the UPC codes. Pharmacy staff need to be made aware of the label name change for the Neocate Splash.

Enclosed is a poster regarding the change to the Enfamil Infant formula name and the food description on the WIC checks. Please post a copy at each register and on the store shelf to assist cashiers and WIC customers.

If there are any questions regarding this notice, please contact a member of the Vendor Group staff at (573) 751-6204. When you dial this number you will get an automated answering system, at the prompt press “2”, then press “6” and ask for the Vendor Group.

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